

IN THE SPECIFICATION

Please replace the Abstract on page 73 of the specification with the following paragraph:

-- A social network system comprising: at least one host computer processor connectable to at least one data network; a database accessible over said data network and storing a plurality of data records relating to a plurality of entities; and input data from a plurality of data input devices connectable to the data network, wherein the entities include at least one user entity and said system is configured to provide each user entity with a virtual, unique, private, personal, social network formed from connections between contacts. The contacts are entities connected directly or indirectly to the user entity, and wherein the social network is configured to implement applications allowing the user entity to at least partially define at least one of: the user entity's participation and degree of interaction in the application; the user entity's visibility and/or accessibility to other contacts or entities with respect to said application; and/or, the user entity's role in the application. --